



**TOPS IN GIVING . . .** Wesley R. Baker (left), head of the Kresge metropolitan Detroit united giving campaign, congratulates Manager John E. Matey (right) for K-mart 4059's (Taylor, Mich.) victory in the contest between 69 stores. The campaign was conducted by, l to r: Assistant Bill Bunch, Personnel Supervisor Gladys Spackman, and Senior Assistant Jack Gamble. The victors were feted at a breakfast.

## K-mart 4059 Gives the Most

"Contributions went over the top in the United Foundation Torch Drive campaigns in the Detroit Office and metropolitan Detroit area stores," reported Wesley R. Baker, executive assistant to Stanley S. Kresge and head of the Kresge metropolitan Detroit united giving campaigns.

In competition among 69 Kresge, K-mart and Jupiter stores, K-mart 4059, Taylor, Mich., was the victor. Over 140 employees gave an average of 50.4 percent of their salaries for the week ending October 28. Kresge 620, Detroit, Mich., was the runner-up in the competition with an average contribution of 27.7 percent.

Manager John E. Matey and his staff will be feted at a victory breakfast on December 4 at the Holiday Inn in Dearborn, Mich. President Harry B. Cunningham will present a plaque to the winners. Stanley S. Kresge, vice chairman of the Board, and other Detroit Office and regional executives will be present to congratulate the winners on their outstanding job.

"The credit for 4059's victory belongs to Senior Assistant Jack Gamble, Assistant Bill Bunch and Personnel Supervisor Gladys Spackman," stated Mr. Matey. "They were terrific. They were an efficient team that inspired all the employees. I've never before seen such close cooperation."

Mrs. Spackman, however, attributes her store's exceptional contribution to the generosity of the employees rather than the campaign

she helped conduct. She explained: "We showed the United Foundation movie 'Happiness Is a Thing Called Joy' twice and immediately after the movie we spoke to each employee individually and gave out the pledge forms. We were gratified to have 33 of the first 40 employees contacted pledge \$1 a week every week for a year. These \$32 contributions at the beginning of our campaign really spurred us on. Within two days we had all contributions in."

The 69 stores participating in the campaign donated \$13,000 over last year's contributions. Personnel at the Detroit Office gave \$4,764 over last year's donations of \$31,929. All team captains surpassed the goals set for their teams. The total S. S. Kresge gift, including the corporate gift, was \$107,637.

Mr. Baker commended Kresge people: "The Kresge Company is proud that once again thousands of Kresge men and women in the stores and offices in the metropolitan Detroit area willingly and generously gave to help the less fortunate people in their communities. We never doubted we would reach our goal and were extremely pleased at exceeding it."

## W. R. Marshall Visits Orient

Menswear merchandise and market sources in the exotic cities of Hong Kong, Osaka, Japan, and Tokyo, Japan, are being studied by Buyer William R. Marshall who left for the Far East on a buying trip November 19.

He spent several days in Tokyo examining various types of knitted gloves and mittens before traveling to Osaka where he is reviewing on pants, shirts and vinyl gloves. On December 4 he will travel to Hong Kong to study the clothing market until December 18. The remainder of his trip will be spent on return trips to Osaka and Tokyo. He will leave Tokyo on December 19 for the United States.

Mr. Marshall said the trip was being made not only to purchase new items and determine market sources, but also to give him the opportunity to become better acquainted with Kresge suppliers in the Orient. In the past five years, import items for menswear departments from the Far East have increased considerably, making a special buying trip necessary.

## October Sales Continue Record

October sales set the 31st consecutive monthly record for the company. Sales were \$54,770,494 compared with \$41,456,335 for the same month last year, an increase of 32.1 percent.

Sales for the first 10 months of 1964 totaled \$460,728,104, an accumulative gain of \$93,020,164 or 25.3 percent over the same period last year.

## FFA Thanks Kresge

The Future Farmers of America presented a plaque to the S. S. Kresge Company "in appreciation for the encouragement given to students of vocational agriculture during 15 years as a donor to the Future Farmers of America Foundation, Inc."

False eyelashes are considered high fashion this year, but they also sold very well prior to Halloween, Mr. Auert related.

Carrying out the theme of fashionably thick, long lashes, customers can also purchase Maybelline's Ultra Lash mascara which lengthens lashes with several applications, and professional eyelash curlers.

The two best eye shadow shades for the holidays are pastel blue and misty green, Mr. Auert said. The eye shadow sales surge began at Thanksgiving and will continue through New Year's Eve, he added.

For that final holiday touch to accent the eyes, Mr. Auert suggested that cosmetics salespeople recommend the newest thing in lipsticks—two-toned blended and flavored or iridescent silver.



**RETIRING BUYER CLAUD CARVER** shows off one of the most outstanding lines developed by his office during 10 years as buyer.

## Claud Carver Retires As a Top Merchant

When a nine-year-old boy from Dyersburg, Tenn., began clerking in his older brother's general store, it wasn't just a whim or a necessity. He was just wild about merchandising. The boy was Claud Carver who on December 31 completes a 44-year career with the Kresge Company.

Today's successful buyer reminisced about the beginnings of his merchandising career in his brother's store: "We sold nearly everything, but at first I was only allowed to sell a few items. My brother paid me \$4 a week, a very generous sum in those days."

While studying theology for a year when he was 16, he continued working in his brother's stores. After serving in the United States Marines during World War I, Mr. Carver traveled to Detroit where a brother and cousin had gone to work.

One day in 1920, as he walked down Detroit's main street—Woodward Avenue—he noticed a new store going up. When he further inspected the store, he discovered a sign advertising for retailing trainees. This was just his line and so he applied for the job at the new Kresge 1185 (now closed).

Mr. Carver said the interviews which followed with Manager Joseph Walker (now deceased), considered the dean of dollar store managers, made him worry whether he would land the job. Mr. Walker quizzed him very thoroughly and then abruptly announced, "Be in tomorrow at 7:30 a.m."

"I arrived at the store the next morning resplendent in a pin stripe suit, looking very fashionable for a stroll through the store, but very unsuitable for the stockroom where I was to begin my job. I caught on fast and the next morning I was more suitably dressed," he recalled.

Mr. Carver said he took to the job immediately and learned about every item in the stockroom. The older men (floormen, merchandise

managers, etc.) would phone up to the stockroom for information on merchandise and it became an obsession for Mr. Carver to be the first to answer the phone with all the right answers.

As an assistant manager at former 1190, Jackson, Mich., Mr. Carver had to perform some difficult tasks. In those days, he related, it was not unusual to have crowds of customers so thick that a man's suit buttons would be torn off while walking through the store.

One very hot evening about eight o'clock, Mr. Carver said a customer reported that one of the salesgirls had fainted. It turned out to be a girl who weighed more than Mr. Carver did. The women's lounge was up a flight of about 24 steps and somehow Mr. Carver managed to carry her there.

During his 44-year career, he managed former Kresge 1207, Lincoln, Neb.; former Kresge 1246, Canton, O.; former 1266, South Bend, Ind.; former Kresge 1069, Des Moines, Ia., and former Kresge 1178, Louisville, Ky.

While a store manager, he was active in the Kiwanis Club, Chamber of Commerce, local charities and other community activities. He also served on the Board of Directors of the Des Moines Convention Bureau while at 1069.

In 1941, Mr. Carver was appointed superintendent of stores in the Eastern Dollar Store District (now Eastern Region) where he served until 1948. As a superintendent, one of his biggest thrills was creating a spirit of teamwork among store organizations.

(Continued on page five)

## Sultry Eyes View Holiday Festivities

"False eyelashes are a must in every well-dressed woman's wardrobe," wrote a women's fashion magazine this fall. While not every woman would wear false eyelashes, most plan to wear more eye make-up than usual during the holiday season for a touch of special glamor.

Buyer Frederick W. Auert reported Kresge, K-mart and Jupiter stores have the latest assortment of eye make-up for the holidays. With the new straight hair-do's, attention is focused on the eyes more than ever, he explained.

One of the newest advances in eye make-up is Maybelline's Ultra Lash, a brush-on eyebrow

make-up which does away with an artificial penciled look. The make-up comes in a powder-like form with a contour brush. The color is brushed onto brows giving a natural looking matte finish. Colors sold are dark brown (best seller), black, light brown and charcoal gray.

For women who prefer eyebrow pencils to the brush-on color, stores offer a wide assortment of pencils. Foremost is a "brow brush 'n' pencil" which is an eyeliner plus pencil and brow brush in one.

Beginners with eyebrow pencils can find professional eyebrow guides which come in six shapes with a free eyebrow pencil at most stores.

Kresge and K-mart stores also carry false eyelashes made of real human hair which are self adhesive.



## Ralph P. Horner

The company mourns the death of Ralph P. Horner, former manager of the Eastern Region, on November 1. Mr. Horner had been on leave of absence due to ill health.

Mr. Horner joined the company in 1928 and began managing stores in 1935. In 1947, he was appointed superintendent of stores and in 1955 was promoted to assistant regional manager in the New York Office. In 1961, Mr. Horner was appointed manager of the Eastern Region, serving in that capacity until his leave of absence.

Funeral services were held November 3 in White Plains, N. Y. Private burial services were conducted November 5 in Orléans, Pa.